

Jonathan Mizel - 30th Anniversary Interview

Ken McCarthy 00:06

Okay, here we are, and we're talking to somebody who had to be in this series. Like, if I couldn't get this guy for this series, I would have known that the series was suspect. There's no way to describe the the long arc of online history. Without introducing this fellow, he was very, very important to me. Maybe I'll just get into why. His name's Jonathan Mizell, welcome Jonathan.

Jonathan Mizel 00:31

Thank you. Pleasure to be here. Ken and

Ken McCarthy 00:34

Jonathan was one of the, I mean, the OGS, the original, original guys in online marketing thinking about online marketing. He and I met. We both, we just confirmed in the summer of 1997 but I want to talk about the what's it called the Internet Summit? What was the name of your great event that you had in Boulder? Oh, the

Jonathan Mizel 00:56

web marketing power Summit. Marketing power

Ken McCarthy 00:59

Summit. Now, sometimes, you know, these names are a little hypey, right? But this is a case where the name really described what it was. This thing was amazing. I can't even begin to describe, but actually, there's some things I can't say everybody in the room was a player. Everybody,

Jonathan Mizel 01:23

right? It's true. It was, it was pretty incredible. And we did those in Boulder, Colorado, from 97 through right before I moved to Hawaii, through 2001

Ken McCarthy 01:37

that was 2001 was the last one. Yeah, the last one

Jonathan Mizel 01:40

was 2001 and I think it was the summer, the fall, and it was, I mean, I should never have stopped doing those events, because I look at, you know, some friends of mine just sold their seminar for, I think, 30, 35 million bucks. I'm like, oh, geez, I really could. We really could have done it, but I don't know that I could have, that. I could have continued to do them from from Hawaii. And so I moved here a week before 911 and and have been here for 2023, years at this point, and I show no signs of tiring.

Ken McCarthy 02:22

Yeah. I mean, you look great. So what I wanted to say was it was a great, oh, you couldn't just sign up for this seminar. You can just show up with a pile of cash and say, I want in, Jonathan, you were pretty strict about who was invited and who was not, not, not in a, in an, in a exclusionary way. But you wanted players. You wanted people that were in it. You didn't want beginners. Not that you wanted to exclude beginners. But this was specifically a meeting for, frankly, the power players. There was a guy I remember, maybe you know who his name, name is. He had just sold his company to the one of the big dating services, Patrick, Patrick, yeah, I mean, just Patrick O'Leary.

Jonathan Mizel 03:07

I think Larry a wonderful guy, I know, for like, a boatload of cash, yeah,

Ken McCarthy 03:14

I mean, and for those days, it was a ton of cash. I mean, now, now, if it's less than a billion, you feel like a pauper, you know. But it was, it was a, see, seven, eight. Was an eight figure sale, for sure. And and everybody was really friendly. Everybody was willing to share, you know, talk about what they were up to, how they were doing, what they were doing. So there were a lot of great people there. One of the great people, of course, was the the incomparable Corey rootle, just, you know, I miss him every day. Yeah,

Jonathan Mizel 03:44

unbelievable. And I remember he called, and he said he wanted to come to the seminar. And I, you know, I'm like, Okay, sure. You know, you can come. And then he sent me a check, which we didn't even talk about, like, I'm like, Oh, I guess Corey is going to come, you know, and maybe he'll speak. And I'm like, you know, when you pay you are not obligated to speak, you know. You can just, you know, be an attendee. And so I don't even remember what we did, but he brought a bunch of his people, and he was, it was one of the first times that we, we got really close and friendly. I think maybe the first time I met him was at our summit, yeah, and, I mean, we ended up, I mean, taking vacations together. And, like, you know, meeting when we were he went to Amsterdam with us, and Patrick and Michael and Declan and the whole crew, which, I mean, I don't think he had any idea what we had planned, but, but he was a lovely, lovely man, and also one of the great all time business people. I remember sitting or getting a call. From him.

I was over in Oahu, and he called me because he had just spent, I don't know, some ungodly amount of money, about four or \$500,000 to have these manuals made these this was the procedures manual for his company. And he brought in some, like McKinsey level consultant to create this thing. And I'm like, why would you ever do that? And he said, Because I need to document all this stuff. Because first of all, I'm not going to be around forever, which was pressing. And then the second thing was, he said, I want to sell this business. And what is a business, besides, you know, the culture that you've created and the procedures and policies and systems that you've put into place. And I'm like, I mean, I we were running, you know, a shoestring, a very successful shoestring operation, but my goal was fewer employees, fewer people, fewer meetings, fewer memos. And his goal was to create something, you know, significant, that he could a legacy business, really,

Ken McCarthy 06:10

yeah, and I remember two things. He told me that that were, and there's they were so right. He said, the first thing I did, soon as I had some money, was I hired a right hand man who would shield me from all trivia and hassle as much as that's humanly possible, right? And I thought, Gee, that sounds awfully self indulgent, but now I realize, no, that's the smartest thing you can do with money if you're trying to grow a business. And then the other thing he said, he got this pen, maybe you saw him with it that had a recorder built into it. Oh, yeah. And then he would have the disc, or whatever it was transcribed every day, you know.

And I want to tell people, guys, if, even if you can't get the, you know, double Oh, seven, pen, carry a notebook, because I have, I made one business. It doesn't, it's not working the way it used. Not not working the way it used. It used to at all. But I brought in over a million dollars from this thing, and it came like it was one of these sort of, like, Ah, maybe I should try that. Hey, make a page for me, put this on it and put this on it. 10 years later. It's like, holy, God, I just crossed the million dollar. And it's frightening how easy it would have been for me to have lost that bubble of a thought. So, so So Corey was so, so, right, and, and he was the kid, right? We were all like in our 30s, you know? And he was this,

Jonathan Mizel 07:33

but a successful punk, actually, Stephan Mahaney and I and Corey did a seminar after we moved to Hawaii, it was my last actual seminar, total, like, not the last one in Boulder, because it wasn't a power Summit. And we were all 10 years apart, and I'm like, He's 20 something, I'm 30 something, and Stephanie's 40 something. And so we had, you know, a kind of a generational, you know, summit and where he Stephan, brought this wisdom, the sage wisdom. Corey brought this amazing energy. And I don't know what the hell I brought, but I was, I was in the middle, you're the moderator. I was kind of the moderator. But, you know, hey, everyone needs a moderator, so thank God there was a place for me. Now,

Ken McCarthy 08:24

Stefan is so interesting. I remember he was telling this story was because he's, he lived in Hawaii too. Is that right?

Jonathan Mizel 08:31

He still does. Yeah, he's, he's over. I haven't talked to him in a while, but he's over on Big Island. He

Ken McCarthy 08:35

was talking about somebody that was that wanted to buy a diving like a tourist diving company or something, you know. And he was sort of exasperated with this guy. And he goes, has he ever made the acquaintance of a calculator? In other words, the guy who's going to buy this business pay all this money, he had no sense of what the revenue was, no revenue, no sense of what the net was going to be. And it was like, totally inconsequential this guy. And I just loved how Stefan was just like, do the arithmetic.

Jonathan Mizel 09:05

My wife and I always say, but she mostly she says, If you ever want to buy a restaurant, you must be required to work in a restaurant for six months, starting as dishwasher, and then at the end of six months, maybe you will be allowed to buy a restaurant, but guaranteed after two or three months, 90% of the people will just drop out.

Ken McCarthy 09:28

It's so interesting that you mentioned this. I'm working on a memoir. It's called how the web was won, and the potential subtitle is spills, thrills and chills on the early information superhighway, by someone who helped drive the bus. So in the process of writing this book, I have to, like, fill in all these little gaps in internet commercialization history. There's things I don't know, and the guy so I want to know who introduced Mark Andreessen to Jim Clark. I. Is an important guy, because somebody did it right. The reason I bring that up, his name was Bill Fauci. I found out later he was this engineer at Silicon Graphics. Anyway, he went and bought a massive restaurant vineyard the whole bit. And when I went to look it up, it's long gone. So anyway, you can be really, really smart and really, really hard working and really, really ambitious, and the restaurant industry will chew you up. Yeah, there's

Jonathan Mizel 10:24

a lot of industries like that, actually. And I thought, pardon, I follow these guys on on Twitter. Who are, you know, they're like, the gas station biz guy or the Self Storage guy, and they just, they run these little niche businesses, which, you know, I'm like, God, why don't I have an ATM route? I know it's probably too late to have an ATM route. You know this one guy, he is an ATM route in all the weed shops in Colorado. Wow. You would think that by now that wouldn't even be a thing. But it turns out it's still a thing. Cash is still king, at least in the weed shops of Colorado. And, you know, but it doesn't matter, or strip clubs or whatever unsavory thing where you need a lot of cash quickly. And, you know, there's all these weird little business ideas. And meanwhile, some other guy says, Oh, I'm going to put \$2 million into starting a restaurant. I'm like, you, you should probably be renting, I don't know, trash bins or or something weird little business. We

Ken McCarthy 11:35

actually had a guy. This guy had the greatest he would buy defunct trash bins. Fix them up and lease them to fast food restaurants. This guy was making more money than God.

Jonathan Mizel 11:49

I think I follow that guy on Twitter, or someone who learned from him, because he's like, I bought this trash bin for x whatever. I painted it with my colors. We we wrapped it with a thing, and now it makes me, you know, \$462 a week or something like that. And, you know, I paid for it in the first few months. It was it. I don't know you and I both have kind of a fascination with business, overall business, yeah, that's why the internet was so it was so interesting to us because we're like, Oh, hey, we can do targeting in a different way. We can do we can create the process I was thinking about last night talking to you. And the thing that's interesting is that, you know, I still work with some people is that things have changed dramatically, but they really haven't changed much at all. We're still targeting people. We still have a message that we're trying to get credibility through. We're trying to create the pain, the need that they have for this thing.

I mean, these are things that were from the 1950s or 40s or, you know, I mean, going even back early to early direct response ads from like the 1800s it's still the same stuff. You know, I sat down at the piano. They all laugh. But when I started to play, you know, this is like, you know, the the ego and so, and then we're still trying to figure out the offer, the killer offer, the thing where someone says, Well, I want to play piano. Oh, my God, I can play for free, and you're going to build my credit card in two weeks, and I also get all this free stuff. I mean, the offer itself is still critical, and then the back end, and so every aspect of traditional direct response which and I think you and I probably learned from the same guy's direct mail stuff.

Gary Halbert, Dan Kennedy, you know, all I did is take my director, and I was an insurance agent before I got into the internet, and we did a lot of direct mail and a lot of display ads. And so I just took the knowledge that I had gotten there and transferred it to the internet, you know, you still need I used it for lead gen at first, and then I'm like, Oh, I don't need to actually talk to people. I can send them a thing. So even though a lot has changed and now, I mean, AI is unbelievably awesome and powerful, you know, not much has changed in terms of the structure of how we sell. We still target, we still convert, and then we still try to sell people more stuff over time. Yeah.

Ken McCarthy 14:54

And, you know, you mentioned something that you know what it means. I know what it means. Anybody trained in classical direct marketing will know what it means. But offer people don't realize that how what exactly you lay out on the table for people to make their first purchase is really important, and there's a lot of room for creativity and a lot of room for pleasant surprises. You know, where you you add one little element and suddenly your sales double. In fact, you know, I want to talk to Yeah, I got to mention this. You I was never very good at arithmetic, right or math, but you made this point that just rocked me, which is, if you're getting a 1% return, and you get a 2% return, what is that? And everyone goes, it's a 1% improvement. And Jonathan said, No, it's 100% improvement. And that is something really important for people to keep in mind. These little changes make a big difference, and they shouldn't be scorned. I

Jonathan Mizel 15:58

wasn't a math guy either, but I realized, and I think it was Declan Dunn who helped me realize this, you know, at some post seminar party where, I don't know, we have some pretty crazy stories, you and I, but he said, and I'm paraphrasing, but that I said it in public. We're not in the marketing business, we're in the math business, and that's really what it is. And I was never, pardon me, sure. I was never great at math, but I learned that you have to have an a rudimentary knowledge of how math works and how the process actually works. In whatever industry you're in, there's a front end, there's a way that we attract customers, there's a way that we convert those customers. There's a average dollar amount, and you know, all those things are really what make the business. That's what the business is because of the other end of the equation is either a profit or a loss, and if it's a loss, then, you know, you're you buy, you bought the restaurant. And if it's a profit, you're doing some econ thing with a digitally delivered product that is infinitely scalable.

Ken McCarthy 17:24

Well, you know, that reminds me of another very important distinction you made, which was really helpful to me in helping people understand where they were at. As, you know, people come to us or used to, you know, when we dealt with lots of people with basically hobby ideas that had no chance of making money whatsoever. And I always tell them, nothing wrong with a hobby. You just have to recognize it's a hobby. But I got that from you. That was That phrase came from you. I don't know if you remember, so

Jonathan Mizel 17:51

I was funny because there was someone had an e book idea for, I think it was for hang nails or something. It was, it was something. And he's like, Hang nails. Like, you know, who doesn't have hang nails? I'm like, oh God. You know, this sounds great. I said, but let's log on to Google and let's, let's give it a gut check. And he said, Okay, so it might not have been hang meals, but that's a great example. It was something like that, right? And I said, let's see how many people are buying ads for the term hang nails. And there was exactly zero people.

And so, you know? I said, so somebody either tried and failed, or they realized early on that, you know, this is not a big enough problem, and that's really something that I learned from you, okay, which was and you i Maybe I learned it, you know, vicariously through other people, but when you solve big problems, you can charge big money and and if you're solving little problems, then you know, you're a tick tock influencer or whatever, back then that was not even a thing. But you know now you're, if you're solving big problems, you can charge big money. And if we look at like, say, some of the coaching programs that have persevered, there's Kennedys, there's Joe Paul still doing 25 Oh,

Ken McCarthy 19:33

yeah. He's do well, he's doing something genius. Genius Network, oh. Genius Network, yeah, 25 grand to get in. And

Jonathan Mizel 19:41

it's never been about run this ad on this platform, or use the software, or it's never been about techniques. And it even transcends strategies. It really goes to the meta of what we just talked about, which is find a good market. You know, figure out a way to help it, create an offer, run the offer targeted to them, and then figure out what you want to sell them afterwards. And so, you know, that's what Kennedy taught. That's what Gary Halbert taught. That's what I learned from Mike Enloe. My God, you know, yeah, yeah, the internet. I mean, Enloe was my first guru. I think so. I was an insurance agent in 9089, 90, when I got a taste of the direct marketing bug, and I got some, you know, one of those letters in the mail about, you know, becoming a direct marketer, and it was a whole new career.

And I thought, well, kind of doing that anyway. You know, with the insurance agency, we're doing a lot of direct marketing. We were selling to associations, and we had Association, you know, they were recommending us, and then we were giving them money. And these were not any associations. One of our associations was the State Bar of California. We were able to sell them insurance for their office, life insurance, health insurance, I think, Eno insurance. We had the California Pharmacists Association, the California Nurses Association. We had a bunch of these, and then we wanted to get into a new industry,

which was service stations. There was no association. So we started an association brilliant gave all the first members free dues the first year or something, to get them in the door, and then we sold them insurance. And so, you know, this was a way that people, I'm like, God, if you create, I think this was the earliest affiliate marketing, because really, you know, they only let us do that because we were sending them a big check, yep. And when I got the direct response bug, I realized that you could do this for anything. You could sell anything, if you had a good offer. You know, in our case, it was low prices, availability in some of the cases, because, you know, not everyone was selling these kinds of of insurance policies. And also,

Ken McCarthy 22:20

you were, you were, you were customizing it to their specific situation, right? So they thought, oh, this, you know, one of the big buttons you got to push it in in marketing is, oh, this is for me. I'm, yeah,

Jonathan Mizel 22:32

exactly. We would use their letterhead. I mean, when we send out emails. And so, you know, I mean letterhead. Good God, who, who who cares about letterhead? I can make any letterhead on my on my thing, but I remember being, I'm like, we can use their letterhead to send a sales letter to lawyers for life insurance. That's huge. It was a big it was a big deal. And so I think this was around 1992 or 1993 I started to look for something else to do and a friend of mine contacted me about a seminar that was talking about this thing called the internet, because, you know, I was on AOL, and we were starting to you and CompuServe and Genie, these were all the early online things. The internet was not really a thing because the browser had not really taken off yet. And so not 92 these weird browsers that were kind of, you know, they we this weird programming language, and they didn't, they weren't really browsers, you know, you still needed to enter gopher commands, and, I mean, don't, don't Google that, because you'll go down a rabbit hole that, like people listening to this. But it was complicated, and

Ken McCarthy 23:57

I just, I had to hire a tutor to show me how to send and receive email. And it took more than one session to figure it out, and I screwed it up. And actually

Jonathan Mizel 24:06

I remember this woman. She said, Did you download what was the first browser before Netscape, Mozilla? It was, but it was kind of different name. Yeah. Oh. Mosaic. Mosaic. Sorry, yeah, mosaic. Okay. So she said, Did you download mosaic? She was like, one of my tech friends in San Francisco. And I said, Yeah, I had to download it, like, 20 times to get it to, like, expand, and then it wouldn't install. And then you had to download your dialer program, whimsoc puppet. I'm like, you know, so she came over and she helped me, and we finally got on the internet. It was like kind of a big deal, but we were using all these online services, and I thought, you know, could be kind of interesting.

I left my job, and I actually thought I was going to get into real estate, and so I went, quit my job, and I went to classes, and I started to get my my license. I took the test, I passed the test. I thought, I'm going to be a realtor, you know, in California. And then I had done a couple of seminars, you know, but I thought I was horrible. I had this one guy who was fascinating guy. He contacted me and he said, Listen, I gave some friends who run a seminar company your video. And I'm like, Oh, my God, what's a

disaster, you know? And they never want to talk to you ever. But it turned out they're like, ah, you know something about this thing called the internet. We want to do internet seminars. And they came out to meet me in San Francisco, and they're like, Okay, you know, we'll, we'll hire you on on the basis of your knowledge and the fact that you know you've done two seminars before you're at all. Where

Ken McCarthy 26:11

were you doing your seminars? On just online. I did.

Jonathan Mizel 26:14

I did the first one was on a cruise ship. I was teaching people how to use CompuServe for business. It was with Joe Cosman. Was there the E Joseph, oh, my

Ken McCarthy 26:27

god, the guy, the ant farm spud gun. Guy and farm spud

Jonathan Mizel 26:33

gun. I mean, crazy stuff. His son was on there. Howard Dan, who else was on there? Cindy Chapman. I mean, a bunch of people who, you know, are no longer they were kind of the Old School Direct Mail people. And Marlon Sanders and I were on the cruise ship, and that was so bad. Oh, Ted,

Ken McCarthy 26:59

Ted Nicholas. Ted, Nicholas, Ted, Nicholas, okay, but Nicholas

Jonathan Mizel 27:03

and, and that was my first time meeting like one of my heroes, so and then I did this other seminar in Denver, talking about special interest videos and the fact that we were able to using the internet. You know, there were news groups, right? Basically, interest groups. And I said, you can go and you can advertise your video, your horse racing video, or your model train video or, I mean, I'm trying to think of all the crazy stuff,

Ken McCarthy 27:37

fly fishing, hunting, fishing.

Jonathan Mizel 27:38

It was like there were a lot of people in this, in these groups, and I'm like, you can maybe tap into these groups and sell videos. And that was the one where these guys were like, well, you can come out and, you know, do a seminar, and we'll see how you do. And we turned that into, we ended up doing 150 seminars for them. I left, actually, I was, I was in the this is crazy story. I go there and I'm thinking, I need to do this. Have a job, and I need to make \$4,000 a month. That's what I need to live. So I'm just going to tell the guy, I need \$4,000 a month, right? And, you know, and that's, I don't care what he offers me, if he offers me something less, I I'm like 4000 I think I even put little stickies \$4,000 a month on my mirror in the morning. So we get in, and this guy had flown out from Utah, lovely guy.

And he says he's telling me about how the seminars work and how they use radio to get the leads, and then they close them on the phone, and they bring people into these seminars, and they've been doing them for years. And he said, I'm sure we're going to do great with the Internet. And he says, How much do you need to do this project? And I said, \$4,000 and then I like, I froze, and then I said a day. And I'm like, What in the hell am I talking about? I'm like, I should correct myself. He looks at me and he says, \$4,000 a day. Are you crazy? And I said, probably, but that's what I want. So you stuck with it. I stuck with it. And I'm thinking, oh my god, this is the stupidest thing I've ever done. And then he says something that changed my life. He said, our top guy only makes \$2,000 a day. And I'm thinking, there are people making \$2,000 a day.

Ken McCarthy 29:54

What? What? Oh, my God.

Jonathan Mizel 29:56

And so. So. He says, well. Do you have a crew? And I'm like, Yeah, I got a crew. A crew. Like, what are we going to do, bank jobs or something? So I'm thinking immediately, Declan Dunn and Marlon Sanders. Because Declan Dunn could build web pages, Marlon Sanders could write copy. There you go. So he says, Well, he said, if you got a crew? He said, You know maybe. He says, I can't pay you that much right away. I want you to do the first five for like 1000 he said, Let's just see if you're any good. I'm like, Great, let's see. I'm curious also, if I'm any good. I'm wondering if that will work. So we called I got home, I called Declan and Marlon. I'm like, and I negotiated something slightly less for them. I think they were going to get 1000 or 1500 a day or something. They're going to get 1500 a day. And so I let them know. I said, Do you want to go on the road and do these seminars. And both of them were like, Sure, so we went. I, at that point, gave up my real estate dreams, moved to Boulder, Colorado, and, you know, went out on the road. Actually, we did our first one in San Francisco and, and it was great, you know, Declan and Marlon and I went out to one of their early seminars.

I think it was on 900 numbers, or, you know, factoring or something. It's one of those back in the 80s and 90s, you'd have these groups come through your city and they do these real estate seminars or tax liens or 900 numbers. And was kind of an elevated biz op, but the internet was, there was something more there. Yeah, and we put the, I think we spent about four or five hours putting the whole seminar together. So we just sat down and we had a somebody had a laptop or taking notes. And we, we created this seminar, which was, I mean, we ended up doing it for for years. And then eyeball ended up. They ended up acquiring the eyeball, I'm all went public.

We all, you know, we saw the stock go from \$5 to \$100 to, you know, 25 cents or something, and, and that was like my, um, they say. And maybe I got this from you too, or some somebody, one of my great mentors, if you want to be good at something, teach it. Because if you need to teach it, then you need to understand it, and you need to be able to answer questions about it. And this was really my education on deep dive for public speaking. I hired a public speaking coach, but also the internet itself, where, you know, I'm trying to, like, figure out what in the hell this thing is. And, you know, now I don't know where my phone is. Who knew it was going to turn into, you know, I remember we were like, God, you know, we need to get kids computers. And I'm like, God, now this little phone is, like, 100,000 times more powerful than the computers that we were making kids get into 25 years ago.

Ken McCarthy 33:23

Yeah, how did see speaking of Declan? And how did you meet Declan?

Jonathan Mizel 33:30

So that's so great. Apparently I had met him before I even knew him. My girlfriend at the time I was living in San Francisco, was a lawyer, and I think Declan and she had gone to law school together. Declan dropped out pretty quickly, okay? And he was coming down to the city for meetings for the whatever multimedia guys you know, they were right.

Ken McCarthy 34:01

That was huge. Remember, I don't know if you were involved in that at all, but that was before the internet hit. That was like, we're gonna be Hollywood soon, you know, Sam, yeah, digital interactive Hollywood, because

Jonathan Mizel 34:13

you were HTML was on the that's the coding language, pardon me, they used for the CDs that they were selling. So Declan would come out, he would sleep on our couch and then go, he lived up in Red Bluff, I think, or Chico somewhere up there. He'd come down and sleep on my couch and then go out and do his meetings. And then one day, when I decided to get into the internet, I just said, Hey, do you know anything about this internet? And he said, Yeah. He said, I've heard about it. He's like, doesn't it use HTML? And I said, Yeah, I think. I think that's the name of the language that the web pages are built on. Yeah. And he said, Oh, I know HTML. And I said, Oh, can you build me a web page? And he said, Yeah, of course, I can build you a web page. And so that's how we got connected. And then Marlon, Marlon, and I think I met you maybe through Phil Kratzer, through,

Ken McCarthy 35:23

I think that's how I was asking Phil about email lists, how I could acquire some email lists. And he said, Oh, you know Jonathan Mizell will know that. So he gave me your number. That's how we met. Okay,

Jonathan Mizel 35:33

yeah, and, and Phil was running an ad agency. He was doing. He had an agency that would put your little ad, your little one inter ad, into, I think, 500 like small tabloids. Oh, right, please, and, and whatever. And so if you wanted to advertise your your biz op, or your money making thing. Or it was mostly money making stuff, right? But also other stuff too. I mean, you know, we weren't. There was no real advertising in there was no industry that would help you monetize those little ads. So most of them went to phone numbers or, you know, send an essay se to this PO box for the youngins. That's a self addressed stamped envelope well,

Ken McCarthy 36:27

and then, and then the other ultra modern thing was call this number for a recorded message, right? You'd call the number and it would explain the whole offer to you and get your email, not your email. There was no email. It would get your name and address your name,

Jonathan Mizel 36:40

and then you send it out. COD, right? The mailman became your merchant account, I guess.

Ken McCarthy 36:47

How Jonathan? How old are we? Sometimes I think we're we must be 200 years old, because some of the things we're describing are inconceivable to people who born after, let's say 1985

Jonathan Mizel 37:01

I mean, I'm 62 How old are you now? I

Ken McCarthy 37:03

just turned 65 okay, oh

Jonathan Mizel 37:06

God, we both look pretty damn good.

Ken McCarthy 37:10

Yeah, I think I don't know what we're doing right, but we're doing something right, yeah, man.

Jonathan Mizel 37:13

I mean, you know, staying out of the set, or getting into set, or how to know something? Yeah, we've been at it. We've been at it a long, a long ass time. I

Ken McCarthy 37:24

was doing this math. I was figuring if you were born the web hit in 95 so if you were born in someone born in 90, you sort of become conscious. When you're around five. You start noticing what's going on beyond your house and your yard. If you were born after 1990 which I think is 3 billion people. You have no idea of the media world that that Jonathan, I are talking about cod, 800 numbers, little classified ads.

Jonathan Mizel 37:52

We were always looking, and we're still probably looking. You are, and I'm looking for i It's, it doesn't, you know the language sounds strange, but it's really the unfair advantage. I mean, we were selling a lot of ads. I was just telling one of my friends, he's like, where did you like, how did you really do make it in the internet world? And I said, Well, we were selling ads, and then the.com crash happened, and the ads went from, you know, \$50 CPM to five cents CPM, right? Like they went down on an order of magnitude, like so low. And I remember at one of our last seminars, we had this guy come to us. He had a huge email list, and I won't even say his name, but he had a big he was pretty well known in the.com world, and he said, we're just trying to monetize our list at a Bucha.

We're just trying to we're just trying to make \$1 for each 1000 emails that we send. And I remember saying to my partner at the time, maybe we're playing this the wrong way. Maybe instead of selling ads, we should be buying ads. And this was the first time when we moved to Hawaii, when we were like, I remember calling that guy and saying, you want \$1 CPM? And he said, Yeah, I just tried to make \$1 I said, Okay, I'm going to give you some ads. You're going to send them out, and I'll give you \$1 CPM,

he's like, guaranteed. And I'm like, Yeah, guaranteed. And then I realized we could do this with Publishers Clearing House and cool savings and some of these huge, huge networks that the. No one would even recognize them now, but these were guys that had put together, you know, 50,000,070 5 million email addresses, and had figured out a way to mail them without getting spam complaints. I mean, sometimes you would get some, but most of it was opt in, or at least, there was a way. What these big guys would do is they would take their 100 million list and they'd mail it, and they'd get a bunch of complaints, and then they'd end up with maybe 50 million people who didn't complain, right? And then they'd send him an email saying, if you ever want to get off our list, we'll take you off the list. And at that point they could start renting their lists out.

And I remember there was this one company we were working with, and we realized that they, they they had lost all their funding. Their burn rate was super high. They had a really nice office and and big rent and big payroll. And I think it was Corey rudol Who said, these are the people you want to call on the 10th and the 25th and I'm like, I don't get it. He said, Well, what happens on the first and 15th? I'm like, payroll. And he said, right? He said, so you want to call them on the 10th and offer to wire them the money before payroll hits so they can make payroll? He said, I'm telling you, a lot of these guys can't make payroll and and we did get screwed a few times from people who did go out of business, but I mean Juno, which I think that turning into, it turned into a ride share thing back, you know, about 10, 810, years ago, but back in the day, it was Juno net zero, which was the second or third largest ISP, we were getting spots on their homepage for prepay, you know, like on the first or the 15th or right before then, for like, you know, three, four grand and and we were, we were able to, I remember, we were mailing through them, and their CPMs were very high.

The cost to mail was very high. They were charging \$6 per 1000 emails. And I'm like, we pay like, 50 cents, you know, we don't pay \$6 and she's like, well, you know, none of the emails, we have 100% deliverability, none, none of them get blocked. And I said, How can you guarantee that? And she said, because we're mailing to our own in blocks box, we don't block ourselves. And I'm like, oh. And she said, and it's coming from us. Okay, so we tested them out, right? And I just said, I'll just buy everything. I'll just buy everything for the next, like, six months, just, I'll take it all. And she's like, well, we can't do that, you know, but I can give you one spot per month. And I realized, you know, this was this unfair. Back to the unfair advantage. The unfair advantage I had was I had all these offers, and people that I had create, created the network through the seminars and the newsletter and the other things, and they needed traffic.

And you know, I mean, banner ads were \$5 CPM, five cents. CPM, pardon me, wow. Cost of delivering the banner ad was seven cents. So you know, the ad server cost was more than the cost of the ad God, and that was a very strange time. And so I'm always asking myself now, probably it's something with AI or something, you know, but there's always, there's always, there's always something that other people don't see, right, right? That sounds like a bad thing. And then you want to be able to take the opposite end of it, you know? You want to be able to play the Contra, the Contra party, right? Thing, which, again, something I think I either learned it from you, or I got it from one of your seminars.

Ken McCarthy 44:24

Well, you know, I had this really interesting experience. I was a tech writer for Bankers Trust, and I was working in the in the foreign exchange trading department, and these guys would sit at their desk with, you know, 18 screens and, you know, just trading yen against Deutsche Marks and all this kind of stuff. And they didn't care whether it was going up or going down. Did it make any difference to them at all? They were just looking for the arbitrage, and they knew. The other thing I learned from them is the arbitrage may only last for in the for exchange market, half hour, 20 minutes, 10 minutes until the rest of the banks. Woke up, right? And so I got in indoctrinated or conditioned to the idea that you gotta be wide awake, that it doesn't matter what side of the trade you're on, as long as it's going the way you want it to go, and that you better jump fast, because it's not going to last forever. And that that was a great lesson, yeah,

Jonathan Mizel 45:16

and that was, that was very big, you know, when I'm like, if everybody's selling ads, then I should be buying them. Everybody's buying ads, I should be selling them. You know, if everybody's doing X, I should do the I can play, I can ride the wave. But as we know waves, as they get closer to shore, well, they get bigger and they get bigger, and then they die out pretty quickly. Or there's a contra wave, you know, there's a smaller wave, I mean, that goes the other direction. Once the wave hits, and you can't see it, it's invisible because it's usually under the water, and there's a much bigger wave going the other direction, but there's always another direction. There's always another way. There's always a contra party trade that you can do. I think you I learned the whole concept of arbitrage from you, which was the art of buying and selling something simultaneously, right, right? I mean, I got, I got so much from you, dude, it was amazing, yeah,

Ken McCarthy 46:25

because I just feel the same, you know, the same way. It's like, Where would I be with that? Jonathan, I would have missed everything. And in fact, let me talk about something that I that was so important at one of your power summits. John Keel, talking about the mechanics of pay per click, which was brand new at the time. None of us understood it initially, well, I shouldn't say none of us, I didn't right. And then we started to understand, and remember, the original price was one penny per click. Yeah, go to go to go to go to go to go to.com

Jonathan Mizel 47:02

I Overture, which became Excite, which ate Lycos, which, I don't know what happened to that. That's about Google, yeah,

Ken McCarthy 47:12

and so, and then John, I mean, John Kiel, I think, was the first person to go, Okay, let's do this systematically. Let's really look at this. Let's figure out how to run a campaign with 5000 keywords. Let's do the AB split testing. He was very thorough about and I was very impressed, because until that and this came fairly late, this was probably 2000 2001 maybe, yeah,

Jonathan Mizel 47:35

yeah, 99 but it right around that time,

Ken McCarthy 47:38

and I said, Okay, finally, finally, we're not guessing anymore. I mean, you, you were already not guessing because you were more advanced than me, but, but, but once I saw a pay per click, I'm like, Okay, now we know exactly what we're paying. We know exactly what's coming back. Now, this can be a classic direct response driven business. And then you and I got on the phone, I had, I had forgotten this entirely, I'm just remembering now, and we did this thing called the internet rollout system, or the

Jonathan Mizel 48:07

marketing rollout. Yeah, right.

Ken McCarthy 48:10

And, you were like, I said, I said, because you've done way more practical stuff than I had done, I thought I got to ask Jonathan, Jonathan, how do you take a raw idea, and just because I knew how to do rollouts in in direct mail and in other media, and he said, let's see. And you gave it some thought, and we, I think you started with the pay per click, and then it would eventually end up, once everything was proven out, then you would go to your affiliate network and say, hey, look, we've tested this thing eight ways to Sunday. This thing's a money maker. Why don't you run it right, and that became the basis of the system seminar. And I have to say, and you're talking about your seminar, I wouldn't have dreamed of offering a seminar until I heard you were retiring power the power Summit, because I thought, why go into a market where somebody's already doing the best possible thing, right? And so when you when you said you were done with it, I thought, Well, God, you know, someone's gotta do this. Now, I took a different approach. I I pretty much let anybody in the door, um, however, some of the guys I let in the door who know nothing, are now doing eight figures. So

Jonathan Mizel 49:14

yeah, and honestly, you were so funny because I remember calling you. It was after 911 and Stefan and I were going to do our thing, which we were nervous as hell, but we did it, and we had some pretty incredible people come. And then you're like, do you want to still come out to Cincinnati or Cleveland?

Ken McCarthy 49:35

It was Cincinnati. We put it in the weirdest town.

Jonathan Mizel 49:38

You're like, we're going to do this thing in Cincinnati. And you're like, I'm like, Cincinnati, you know? And you had come up with, like, some great reasons why Cincinnati is great. First of all, it's cheap. That was the first super cheap. Of all, nobody is going to be like, crashing this seminar, because nobody from Cincinnati gives a wrath out. Asked about the internet, you know, it's like, it's not, you know, Silicon Valley, it's not LA and you're like, we can all get together. There's a great hotel. And we had, oh, my God, it was such an incredible I mean, it was just such an incredible experience. The people we have, that was Yannick there.

Ken McCarthy 50:21

Maybe Yannick was one of the instructors. See, there were, there were all these guys who didn't know much about the I had, I had injured my back really badly, and I couldn't stand all for two days straight. So I said, I'm going to need guest instructors, right? And people like you were too busy, like you were like, doing stuff, and it's like, alright, so I have to find some guys that kind of know stuff. And so I said, Alright, Yannick, you're going to be the young kid. That's, you know, it's like, I was like, I was like, casting a movie, you know, like casting a movie, you're going to be the young kid. And then Alex mendoci, who, at that point his goal was to be the postcard King. I said, you're going to be the conversion guy. You're going to explain conversion, right? And then we had Jim Maddox, SEO, John Keel, pay per click, and then I talked about copy and sort of the big picture, right? So, so yeah, that's Yannick. Was in that, in that first faculty,

Jonathan Mizel 51:14

oh, my god, funny story. I was at a Traffic and Conversion summit a while back and Jesse elder, do you know him? That sounds good. He is a real character, an amazing marketer, an incredible instructor, a great teacher. He and Kurt Malley, who is Facebook guy and some other people, Telman Knutson, they throw these huge parties, huge parties. And of course, you know, I could, I was invited, so I would go, you know, there's a lot of parties, a Traffic and Conversion summit, but this is the can't miss party, right? And I go there, and who do I see? But Alex mondossian? Okay, so I walk up to him, and he doesn't recognize me, and so I pretend to be a fan boy, and I'm like, and I think I even had an accent. I'm like, oh, Alex, Alex. Oh, Alex. Alex mondos And every time I turn around, is it Alex? Jason, Alex that? And I'm like, Alex, you are so amazing. You're such an amazing man, such an incredible guy. And he's like, Thank you, thank you, you know.

And I'm like, I need you to autograph something. And he said, Okay, what like, you know, what do you want me to autograph? I think I like, did my arm? I'm like, I want you to autograph my arm. And he's like, like, who, what the hell. And then everybody around laughed, because Alex had, even though we had a business together, okay, Alex mondos and I had a damn business. We had visited each other's homes, and he somehow maybe I was different hair or something. Did not remember me, and he was so embarrassed. But it was, it was hilarious. And really that just speaks to, you know, how fast this business moves, because, you know, for him look, it's not like we had a business. And then he didn't do anything, and then 15 years later he ran into me, right? So he had done tremendous amount of projects work. He started two or three coaching programs. And I mean, I I just, I look at the industry that we have, and of course, there's a lot of new people who are big players who are very smart, yeah? And they didn't even learn from us. They learned from people who we taught, right, or the people, the people who we thought, and then, you know, it's like,

Ken McCarthy 53:53

yeah, but some of them are just, I mean, I'm so impressed at the young guys. Some of the young guys, I'm so impressed. I think it's

Jonathan Mizel 54:02

and they figured out, you know, like someone was just talking about Tiktok stores, and I'm like, what I don't know. I don't know what a Tiktok store is. I mean, I know. I can guess,

Ken McCarthy 54:14

right, right, right? I never, I didn't, I didn't know what it was either, until you just said the phrase. But I get it, you

Jonathan Mizel 54:20

know, but then you do it right away. Oh, it's got to be some weird built in econ platform for Tiktok. Yeah, these guys are suing, you know, they're looking like 500 1000 units a day. They were doing Amazon. But Amazon is not a great platform to sell on anymore. It's not a bad platform. It's just not as crazy as it was 10 years ago. But there's always a new platform. And these kids, and a lot of them are in their 20s, some of them are even still teenagers, and they're making these videos. They're like, Oh, I can see What? What? I can sell. I can't remember who it was, but there was somebody who we're talking about mobile now, all traffic is mobile, right, you know, but I mean, you good luck trying to target desktop traffic. It's like, you know, tiny little slice.

But I remember in the early days talking to somebody about mobile traffic, and they said, Well, you're selling the wrong thing. And I said, I don't. I don't understand. What should I be selling? He said, Well, let's think about it. What would be the perfect thing to sell to a mobile customer? I'm like, I don't, I don't get it. What do you just tell me? He said, mobile shit, mobile cases, mobile chargers, more phones, different things to put on. There weird cases that have little fun things, weird apps that you've got, ring tones. I mean, Patrick and Declan, Patrick Anderson, those guys from AD net, and Declan Dunn when they have this huge agency, they made so much money off of ringtones. I mean, now I don't even think kids would know what I'm like, Yeah, paid for ringtones. You sold a ring tone for 50 cents or \$1 and so, you know, there's always something. But these young guys, they look at the platform, and they look at the audience, and a lot of them are the audience, so they can see something to sell to the Tiktok generation and, and that's a generation that, you know, remember just 10 years ago, we were making fun of millennials.

Yeah. I mean, now, you know, there's like someone just pointed out, in in a couple months, the last gen alpha will be bored. Now, that's two generations ahead of millennials, and there's a new generation starting in 2025 Oh, my God, so. So millennials have gone from people we make fun of to now this generation that they grew up with the Internet. They're not afraid of their credit card number or their bank account or whatever, or Apple Pay and and they've become, you know, the wealthy generation. They're starting to and there's a huge wealth transfer from Boomers to Millennials right now. And, and I think just staying in touch with that, in with that, that data, and figuring out, you know, what am I trying to do? What am I trying to sell to? Well, there's a great

Do you know Alan Salton Nick No. He runs a great Facebook group called nothing held back. He and I work together like in 2007 I think, I mean he I did some coaching for him. He is far exceeded in the direct response space almost anyone that I have seen, and a lot of it has to do with when he was born. You know, he was born at a very auspicious time, where he got in early enough where nothing was scary to him and, and he was bold and, and we both know back to something that we talked about earlier, the market that you go after your niche, so to speak, is, is 90% of your success. Yeah, it is. It's

going to determine. And right now, if you want to be hot, you should be selling some AI crypto miners, yeah, you know, or whatever's next, I don't know, right? Sometimes,

Ken McCarthy 58:55

right? Wow. Hey, did, I'm just thinking of another name, um, Ken Giddens. Did he come through your group, yeah, he

Jonathan Mizel 59:02

was one of Stephen's people, and he was our guy, yeah, he came through, um, throw from Stefan, and then he came to all the power summits after that. And Ken was, was he in Colorado? I can't remember. He was,

Ken McCarthy 59:20

I think he was a cow. He would know, what's that city between San I'm thinking of a Mexican city, but it's the city between San Francisco and LA, like, dead center in the middle, on the coast. Oh,

Jonathan Mizel 59:31

like Santa Barbara, or something a little further north.

Ken McCarthy 59:34

But yeah, Louisa beast boat, or is that a mech place of

Jonathan Mize 59:39

Mexico? Yeah, that's, another,

Ken McCarthy 59:40

yeah, they must. They have that in Mexico too. Two things impressed me about him. One, I just liked him a lot. I liked him a lot. Oh, and he was from, he was from art was he was from Arkansas, or from Missouri, or from the from the Ozarks. And he had this great self deprecating humor about the fact that he grew up as a hillbilly, basically. Yeah. And two amazing stories about him. One is, he was very early into AdSense, right? And I didn't get it. And I wish I joined earlier, because, given the amount of money I did make from AdSense, I wish I'd done it, you know, started sooner.

He was the first guy to get that and just be on it. And then the other story, I remember he was very good at at SEO, and he was talking about one of his clients who, at Christmas time would have, they were selling watches, and they would have multiple FedEx trucks, World of watches, World of watches. That was Bob. He was also at our seminar, okay. Oh, it was, and that was the owner of the company, yeah. Oh, and then

Jonathan Mizel 1:00:39

and Ken, like he had like, 10 watch sites. I mean, as soon as he, as soon as he started a watch site, he's like, Oh, discount watches, luxury watches, right? Oh, coronagraph watches, you know? And I'm like, Bob, no one can spell coronagraph now. I mean, you know, right? We were, this was a thing. Can the person spell it anyway? Gettings, yeah, what were you gonna say about getting because I

Ken McCarthy 1:01:02

just I think he was great. I think he was great, yeah, but that story of because a box for a watch is only about this big, yeah, you need to sell a lot of boxes to fill one FedEx truck. And they had multiple FedEx truck loaned up, lined up by their their warehouse. I thought, now that's business. So GIMs taught me

Jonathan Mizel 1:01:22

something. I think it was Gibbs. But again, it was just one of those things that if you're watching this video or podcast and you're thinking, How in the hell does this going to be relevant to 2026, 2025 and beyond, it's never about the thing. It's always about the meta of the thing. And the meta of the thing that Ken had discovered was, not only could you take your traffic and monetize it with AdSense, you could buy the traffic from Google, you could send it into a page, and then you could squeeze off the top, you know, you have your banner ads or pop ups or whatever in there.

This was early before you weren't allowed to do pop ups, and then Google would essentially pay you back for the traffic that you had just bought for them. So you get all the people, let's say you were going for mortgages. You'd set up a mortgage site. You'd have AdSense on the bottom and the side, you'd buy your traffic from Google. You'd send it in there, anyone who wanted a mortgage. You'd take that traffic in big banners on the top. You have an article or some content with links in there, you'd send it to a mortgage application, and then everyone on the bottom, if they got to the bottom of the page and didn't click through, they'd go back into Google.

Google would pay you back for the click that you just got. And I remember saying, This doesn't seem like it's gonna last for a long time. And Ken said it's not. So you better set up a lot of these pages. And we set up we had a software called Traffic equalizer. Do you remember that? Yeah, yeah. And it would set up these pages that were basically fake search engine pages, and we'd stick some content in there, like, you know, to be good and, and I mean, we were making a huge amount of money from Google, buy traffic from Google, selling it back to them, and then selling the leads. And this was back when you could sell advertising, because advertising, the market hadn't crashed yet. I think, like, I want to say I was in Boulder, right? Like 99 maybe, yeah, the

Ken McCarthy 1:03:52

market was good too. Through early 2000

Jonathan Mizel 1:03:55

Yeah, and then 2001 couple people stragglers, were still able to sell their, I don't know, \$40,000 banner ads, but then it all fell apart. Everybody needed to make payroll. And, you know, and we came in with, we're buying now

Ken McCarthy 1:04:13

and then, and then pay per click came along and go to was selling clicks for a penny, and then they raised them to 10 cents to everyone's outrage. And nobody realized that for certain keywords, that was a gift.

Jonathan Mizel 1:04:30

I mean, you know, and then Google, I think, was they saw go to and then overture, and then all the iterations of that and how that had kind of grown. And the woman Anna, almost, I can't remember, she was the one who was really in charge of Google's program, probably a little later than that, but the people at Google had. Realize that, Oh, we got something here. People want traffic to their websites, you know. Listen, if nobody has a website, that nobody's playing click, because I don't know what to do with a click, you know, and then, but as soon as people have websites and they want to get visitors to them, and they're not willing to wait for SEO there.

You can just sell them stuff. And actually, we still do that today. When someone says, I would love to be number one on Google or, you know, go duck, go duck, whatever, whatever the other things are, I use that search engine, so I should probably Duck, duck go. I'm like, Well, you could just buy the number one position and see for yourself if it's any good, right? You're planning on spending a year and working with this guy at five grand a month to become number one for some particular phrase, we can just do it, and I can have you there tomorrow, you know, or in two days, as long as it takes to get the the account approved. And you can see what it's actually like to be number one for that phrase.

And I guarantee you, it is less than you imagine, right? Because, you know what we learned, I've been doing a lot of real estate stuff lately. And, yeah, yeah. I mean, that got my license. Finally got my license because I thought it would be fun working in real estate and and like Maui real estate. Okay, that's not a bad keyword, great keyword, if you can get it or get ranked for it, but a much better, you know, keyword would be one of the long tail keywords, which is two bedroom on a poly beach, you know, condo, vacation, rental, something like that, some six or seven word phrase is going to convert maybe at 20 or 30% in terms of like getting someone to click through and then actually take an action, sign up for something, or give you their name, any an email, whereas the general thing, the general stuff, never converted.

And then once Google realized, well, we own it all. We own the long tail, we own the short tail. We can monetize it this way to Tuesday. We can build in different, you know, tools that let you split test different ads. We can even let you set up. I remember the first time when you'd set up multiple ads and they had a rotation. They added rotation on there, and they're like, you can rotate them all. You can rotate them so that the most highest click throughs show the most often. You can even attach it to your conversion pixel, and you can only run the ones that do conversion and and that was such a game changer for all of us, because we were able to say, Oh, this weird ass long tail thing that only gets like 50 searches a day. Yeah, I'm getting like 20 clicks. I'm getting 40% of the clicks from this thing, because it's number one. And, and that was, like, revolutionary, was that?

Ken McCarthy 1:08:32

And Glenn, I think, do you know Glenn Livingston? Does that ring a bell?

Jonathan Mizel 1:08:35

Yeah, yeah. And love him. I haven't talked to him in a while. He moved, I think, they're Florida now, right?

Ken McCarthy 1:08:41

Yeah, he's in north of Miami. I forget the Fort Lauderdale. Is that the name? Yeah, one of those places on the Atlantic coast. Apparently it looks really nice. You sent me pictures. But he was very he spent quite a bit of an effort, at one point, teaching people that whole psychology of of what is the best kind of keyword to go after based on what's the likelihood this person's seriously looking versus a tire kicker, right?

Jonathan Mizel 1:09:06

The intent. He was the one who can the first time he taught me about intent, yes, and I'm like, I'm like, I like that word, but I don't know what it means in this context. Can you?

Ken McCarthy 1:09:21

Was Glenn, part of of of the power Summit Group. I don't remember he,

Jonathan Mizel 1:09:26

he wasn't, but he and I started a business afterwards, with Perry Marshall actually helping people with pay per click. And I think we had a domain name component in there. And I can't even remember, we had a bunch of sites together that we were selling stuff on. And I think I don't know what, honestly, once the market for selling stuff and. I, I ended up splitting up with my partner because we weren't, you know, making as much money as we were. We the the we had ridden the wave of buying traffic and running it to offers for about three years, which was a long ass wave to ride, and then in 2006 I sold my house, I broke up with my partner, I moved to a little condo down on the beach, and I took a three year vacation, and I didn't do anything from 2006 to 2009 smart. I mean, it was, it was just I needed a break, and then this kid came over to my office or my house in 2009 who I won't even mention him. He was, there's always a lot of crazy people in our industry, right? Absolutely.

Ken McCarthy 1:10:58

I mean, you know, but smart, yeah, colorful, colorful characters, strangely

Jonathan Mizel 1:11:03

driven. And I guess you and I are probably part of that whole where we play the two ends of the Hawaii, you know, New York, yeah. And he said, Hey, I want to put an offer together originally for network marketers. He said, on paid traffic. And he said, I hear that, you know a lot about paid traffic. And I actually still did, because I was still buying some stuff, little bit of arbitrage. I mean, I say it took a three year vacation. I just, I just wasn't public. I didn't sell anything. I didn't go to seminars too many. I mean, I if I did, I certainly didn't speak and and he said, We should come up with this product. And I had just bought the domain traffic evolution. And he said, Oh, that's great.

So he went and he made all he did all the graphic stuff and all the web stuff, and I put together the course, and then I kind of got back into it in 2010 with traffic evolution, which was, you know, Andre chaperon, you remember him, or did you recognize that name? Oh, my God, he had. He created a platform that was so great. It was a training platform, and I totally copied it and and it's probably would still work to some degree, although you might want to do it a little differently. The platform was you have lessons and they're just written like blog posts. We even did it in WordPress, and then people can ask

questions about the lesson in the comment field, and then you would answer the questions, and what you ended up with is sometimes a short lesson that you know was impactful, really good with screenshots, with videos, with even links to other stuff in there, sometimes a YouTube video, sometimes an example site, which you'd always have to keep that stuff up updated, right?

But then you'd end up with 500 comments, which would teach you about the process. And so I said to my partner on traffic evolution, I said, I think I have a plot, a platform, idea how I want this to work. Super easy. It's just WordPress. We're just not going to call it comments. We're going to call it questions. We had to do a little bit of like, you know, template editing and and that became, you know, a killer, amazing product. We basically had. The pitch was great. Is like, is Google screwing you over? Has Google kicked you off? Has Google slapped you? It was the time of Google slaps. No one even that was so great. Nobody even knew what a slap was. Everybody had a different impression of a slap. But basically what it meant was Google has somehow disrespected me.

They've turned me off, they've shut me down. They've closed these these ads, they've taken these keywords off my list. They're not letting me do what I want. And I'm like, there's like 100 freaking networks out there, and almost all of them will let you do what you want. So that's what we did. We we came out with a new product. Oh, what a great idea. Was fun. You know, it's still up, and I will send, it's totally out of date, but I will send you, I think it's still up. I shouldn't say that, but I if it is still up, I will send you a login for it, and you can see, because it was such a great way to teach. And we did our next project, which was called the email traffic Academy, which is how to do the same thing with email marketers, how to get email affiliates to mail your offer. And the secret, as you pointed out, and Perry Marshall pointed out, is just have the highest i. ROI and the highest monetization.

Ken McCarthy 1:15:02

Well, you know, I actually think you were the first person to say that. I mean, what I think might have been, I really think you were, you were like, don't worry about competition. If there's 10 million people in the niche, that means there's a lot of money. Just make sure you're the guy that can pay the most for the traffic, and you'll get it all

Jonathan Mizel 1:15:22

make the pay the most. Yes, that was actually Perry Marshall, and I think we called it the unlimited traffic technique, okay, which is basically, so this was just doing it with email and, you know, and step in to Haney taught me something, because people are like, I don't have a list. And I'm like, Oh, you don't have a list. So let's go to Google. What's your niche? Fly fishing? Okay, fly fishing websites. Okay, here's your list. What? I still don't have a list? No, you have a list. You have you have a list of people who have lists. Is just as good as a list. Here's all the people who get all the traffic for fly fishing, and all those people have blogs, and nowadays they have YouTube channels, and they they are influencers, and it's actually really come to fruition. It's come full circle. You know, now, if you have a list of people who have lists. You actually have their list if you have something worthwhile that they want, and you can help them monetize beyond what they're monetizing today, which which

Ken McCarthy 1:16:36

wouldn't be hard, because we both know there's a lot of influencers that can barely pay the rent. They've got a million followers in a niche, and they don't understand that this is ultimately about selling things. It's not about being a celebrity or an entertainer. Remember how I was learning to

Jonathan Mizel 1:16:54

understand that? Because, you know, I mean, look at the podcast, that was a whole nother thing. Joe Rogan. I mean, I'm always crazy about Joe Rogan, but I have to say Tim Ferris is a better example, someone I probably resonate with a little bit more. But both of those guys, you know, or anyone who's got Hawk to a girl snap, the second, most popular, third, most popular podcast. You know people who understand monetization, people who you know can charge 50 to \$100,000 just for a spot. At the beginning of the podcast, you know, we ran into a kid. It was my next door neighbor.

He started, I haven't even followed up with him, but he was starting when he moved. He was moved about five years ago, and a small influencer agency. And he said, you know, everybody's working with the large influencers. He says, I'm really looking for people with 100,000 followers or less. I will work with anybody. But he said, I know how to talk to them. I'm like, How do you know how to talk to them? He's like, I'm 17. He said, you're 55 dude. Oh my God. And he said, and I but I know because I am 17, because I know influencers, because I follow the market and and I'm like, you know, there are always these are the people that impress me today.

Ken McCarthy 1:18:26

Me too. I mean, we're, I don't want to admit 17. I was just figuring out how to tie my shoes, man, when I So, that's why, when I see some of these kids, I'm like, holy goodness.

Jonathan Mizel 1:18:37

I know I wanted a girlfriend and a car, not order. And then someone said, smart man once said, If you get the car first, you're more likely to get the girlfriend, you know? And I'm like, oh, okay, I shift my priority. Why sage?

Ken McCarthy 1:18:56

Sage advice. One point I want to make, and I'd like to know what you have to think about this. So all these big, you know, tech companies create all these amazing platforms. I'm thinking of Google and AdWords in particular, but it was us, and I mean literally us, like our circle, that were the first people to understand how to use AdWords and gave ad because the big, the big ad buyers, were not interested in AdWords initially. They didn't know how to use it. We're the ones. We're the ones that proved the concept for them. Got them the revenue,

Jonathan Mizel 1:19:28

we did it, and more than that, we were the people, at least in our circle, it was never me, and I don't think you, but we created tracking software, tracking programs, that actually gave proof of concept to all ad networks, and now, you know, we've got, I don't know, 50, a lot of tracking softwares. There's probably only about five to 10 that people still really use, but it's the tracking software. And of course, every now. Network has tracking software built into it, right? But you always want to use your third party

software to kind of double check and make sure. And it was the people that had created the tracking that really were the math people, they were like, and then they had figured out, and Google had created an API where you could front load the cost of the click into the thing. And, you know, the whole the whole tech, end of tracking, really changed everything, because people, that's when people realize long tail keywords were better than short keywords in most cases,

Ken McCarthy 1:20:41

and that didn't come from Silicon Valley. That came from, you know, any town USA. It came from Joe

Jonathan Mizel 1:20:48

Blow, who was trying to sell something or get people into his thing, who set up a tracking program and then created some sort of action that he could connect to the thing and opt in initial sale, a downloading of a report later on, watching a video, something that he or she because, actually, there are a lot more women now involved. It was actually an old boys club. It was almost no, you know, almost no women, except for wives and girlfriends a frat house. And now, when I go to, and I haven't been to Traffic and Conversion summit since before COVID, but there were a lot more women there, and there are a lot

Ken McCarthy 1:21:34

of and that's that's such a huge change

Jonathan Mizel 1:21:37

running things. I met this one woman who I was at a after party, and her name is Amber spears, and she had just gotten off. I had followed this launch, this huge health launch, she had just gotten off, this huge launch. And I'm like, Oh, I said I've heard your name. I think you were emailing me, and she gave me the down, low, down and dirty of this launch and everything that had happened and all the drama and all the fun and how much money they'd make, and who the biggest affiliates were. You know, I'm like taking notes, right? And then she is end up becoming one of the huge, I would say she's she runs a East Fifth Avenue. Is the name of her agency. She and one of her her partners ended up starting this huge agency. It's now one of the biggest health Clickbank oriented affiliate agencies in the world. And and I think people like her and and some of the other women who were in, you know, those earlier days, or at least in after 2001 2004 2005 you know, they really inspired. Ali Brown was one Maria and Rose, you know, Ali,

Ken McCarthy 1:22:59

Ali started at our seminars. I mean, 100%

Jonathan Mizel 1:23:03

Yeah. And you know she's still kicking man. I mean, I think she is. I know she's still alive. I don't mean to imply She's no,

Ken McCarthy 1:23:11

hey, we never, hey, look, we lost Corey. And you know this, we're more,

Jonathan Mizel 1:23:16

yeah. But I mean, these, these women who, and honestly, they would come to these sausage fast, and then sometimes, if they were brave enough, they'd come to the after party, which was just, I mean, drunken, you know the things that were revealed, and I remember Corey. Corey was like, I'm not drinking at the party. He said, I'm he's there with a notepad. He's like, Oh, myself. Patrick Anderson said something pretty smart, oh, we're going to try that split test and our thing and and they survived through these early days. And honestly, they became really the influencers, and I think they were, I would bet now that Traffic and Conversion Summit is 30 to 40% women. That's great. Yeah, really incredible. We, yeah, I'm

Ken McCarthy 1:24:10

trying to remember we were at least 10% but not much more, not much more.

Jonathan Mizel 1:24:17

And you know what's been interesting about that. Like, let me bring it full circle. A lot of the people buying stuff are female, right? In fact, my last super successful business was all female. It was like 80% females and and then we learned something out and so, so who better to, like, write copy for and create offers for, and come up with products for. Then, you know, I think it's really shifted, and I think that's been a really positive thing for the Internet and for our industry as well. Well, you

Ken McCarthy 1:24:59

know what? Was before it was kind of, you had to be slightly, as you point out, you had to be slightly crazy, especially in the early 90s, to get involved in this. I mean, there was, there was no logical reason why anybody should, should put their life's energy into this, right? So what's beautiful about it now, as you point out, is now everybody, I mean, whoever there's there can now play on this. And I think, I think everyone can play, that's 100% right? Everybody can play on the playing field that we help create. Frankly, yeah, I agree.

Jonathan Mizel 1:25:32

And listen, if we had never been born, somebody else would have created it, you know, like, like, I was saying to my wife, I was telling her about you, and I said, Well, Ken was the one who realized in order to sell ads, we need to have some standardization. We need to have a metric of what the sale involves, either an impression, which is just an eyeball, or a click or or maybe something else. We haven't really looked beyond the click, right? You know? I mean, there was this was dreamed of

Ken McCarthy 1:26:05

it. We dreamed, Wow, imagine if you could click all the way to a purchase. Oh, my God, Shangri La, but you

Jonathan Mizel 1:26:11

were the one who was like in order to have ads, we have to have standardization of the ads, and standardization are standardization of size, and standardization, which is how big the ad is,

standardization of weight. And because back then, you know, the size of the file was always thing, right? The weight

Ken McCarthy 1:26:37

about that in years. But people

Jonathan Mizel 1:26:38

would be like, they'd be sending you these ads that are like, you know, 100k I'm like, This ad is going to be the last thing to load on the page. You want it to be the first thing. So take it out of whatever format you have, make it a JPEG and send it to me again, you know. Or make it a gif that, you know, is animated, but get the weight down. And also, so you were really an advocate for size, weight placement. And then also, you know, the metric that we were going to be charging for. And I remember the biggest joke you told me, I think we must have come out with together. You're like, you're I said, Yeah. I said, Netscape and Yahoo each have these banner ads for each other, and they're \$40,000 each. Yahoo is \$40,000 a month for this banner ad, right? And you said, and I said, I said, they're just trading them back and forth. And you said, No, they're not. They're actually writing each other \$40,000 checks. Yes, yes, book, the revenue so they can show that there's some money. And I'm like, Oh, my God, this is a thing like the stock market cares about that.

Ken McCarthy 1:28:04

Yeah, it's fine. I actually, in preparing my book, I don't think I have it handy, but I got a I kept, I didn't realize I kept everything I would take my but my method for archiving was throw it in a box. When the box gets filled, bring it to the attic, right? So we had some mechanical stuff going on that we were going to add to the house, so we had to clean up the attic. So I'm going through these box. I'm like, Whoa, there's some stuff. So one of the things I had there was the top 10 AD AD buyers on the internet in 1995 and you're right. It was Yahoo selling to Netscape, trying to get out of the sun. Here, let me see, there we go. Yeah, yeah, yeah. Who get Yahoo? It was exactly, I look okay, you look I like, you look fine. I'm just, I have these venetian blinds, and they're sneaking through and like, No, I

Jonathan Mizel 1:28:51

just, I just did a thing with Telman Knudsen, and he had, he had the little stripes. I actually, I'll send you the screenshot. I'm like, you look like, like you look like a horror movie mask. But, yeah, so it was Netscape, it was Yahoo, it was Lycos, it was Excite. Afterwards, there was Alta Vista. I remember when Alta Vista still was@digital.com forward slash, Alta Vista, and then Matt Gill always teases me about this, because I probably told this story numerous times, but I'll say it one last time, Yahoo didn't even have their own domain. It was@stanford.edu forward slash till day was a freaking Tilda the URL, and it was a lease list, and that was, you know, where you'd start, because I'm even a search engine to begin with.

Ken McCarthy 1:29:53

Check this out. You know, to write this book, I did some research to remind myself of things i. Hot wire was the first company to really sell banner ads and be serious and give metrics to their clients. That was Rick Boyce, who was a student of mine. It took Yahoo one full year to start selling banner ads after hot wired launched their stuff in October of 94 that's how slow things were. Things were moving at a

glacial pace, but we were there, and that was one of the reasons that I had to have you on, because there's no way to tell this story of 30 years of commercialized internet without including you and some of your memories, I'm realizing this could, this could be a saga, right? This could go, I mean, there's a lot,

Jonathan Mizel 1:30:49

the word is epic, but yeah, sounds sounds sad.

Ken McCarthy 1:30:55

But I think you made, I think you made the point that I'd like people to go go with is, which is that it's alive and well it the form is constantly changing. The fundamentals never change. And the secret is to know the market like the 17 year old kid that knows Tiktok influencers, to know the market and have offers that make sense for the market and the media, and that's if you know that you're in business,

Jonathan Mizel 1:31:26

it's true. And honestly, we didn't really talk about AI, because everybody's talking about AI, but you know, it's, it's a real game changer, and it's been a game changer for us, just with writing stuff, doing research. I just got back from Japan. This was great, great story about AI, which you may have heard about it, but we're going to a little island my wife. And my wife is an architect and an interior designer, and she loves this. Tadao Ando, he's a famous Japanese architect, and so we're going to go to this island where he's built all these buildings and museums and stuff. And and she had done three or four hours of research on our two or three days there. And and I went to chat GP and I had done like, an hour of research, and we've come up with a pretty good plan for what we were going to do first and how we were going to attack it and all this shit.

And so just for fun, I went to chat GPT, and I said, pretend you're a tour guide and that you have two clients who are going to now Shema Japan for for two days and make me the perfect schedule for a two day schedule, and in nine seconds it came back with almost the exact in the same order. Wow, that, that, that we had come up with over hours, uh, give me an itinerary of what to do, and it had come back. Now, my wife and I were, like, shocked. I'm like, How did it know the order? Well, it had read all the other reviews and trip reviews and trip things and influencer things that we had read all the top ones, and then it had read the other 10,000 that read, and it just knew. And so, you know, using it to be your tour guide or to make your itinerary, or coming up with something.

I mean, honestly, we had a friend, and he said, Well, it can't really help me, because my biggest issue is, you know, I just, he was a realtor, right? He said, I just need to know where to find the buyers. And I said, Well, you know what? Let's just add. Let's just ask, do chat? GPT, pretend that you are the top real estate coach for Maui Hawaii, and your client is a realtor who wants to know where all the buy. I mean, like he said, You can't ask it that question. I'm like, I didn't think I could either, but you posed the question, so let's ask the question anyway, the answer is, you can go do that search on your own, and you can see what chat, G, P, T has to say, and now you could do it for anything. You know, I pretend that you're a restaurant. You want to start a restaurant and give me all the downsides and upsides of what a restaurant could be or or anything.

Honestly, it can help you with, you know, I'm looking for a girl. Where do I meet women in Boulder, Colorado, you know? I mean, it could be your dating coach. It can be your coach in any way, shape or form. And it can also make videos. We have a friend Jason Moffat, who. Is a one. He's a crazy person, just like us. He moved on Maui and he moved to Tennessee, and he moves around. But he went ahead, because now with chat GPT, he fed chat GPT. Gary Halbert, Dan Kennedy, Mike Morgan, Clayton, make peace. All the great copywriters best sales letters, and now he can go and say, write me a sales letter for x, in the style of Clayton, make peace, working as a copywriter for a health company or for a motivational product or some sort of inspiration.

And so you can take data and now, now, in essence, what you're doing is you're just making chat GPT smarter, because the next person. Interesting part about it doesn't need to feed Clayton make peace, to chat. GPT, it already knows Clayton make peace. And so you know. And that's just the tip of the iceberg, right? And now, kids, young people, people in their 30s, kids or anybody under 40, for me, probably you too. Yeah. I mean, they're they've got these tools at their disposal. It's just about, can they figure out where, where the juice is, Where's, where's the unfair advantage? And it's usually some contra indicative thing that is the opposite of what everyone is doing, or some variation of that.

Ken McCarthy 1:36:51

Yeah, invariably, everyone's looking here, and it's really happening over here. It's so consistent, yeah.

Jonathan Mizel 1:36:59

I mean, listen, working in the real estate space has been fun because someone says, Well, everybody's selling, nobody's buying. I'm like, Oh, well, we should, number one, start selling, and number two, figure out where the buyers are. Like, chat, G, P, T, right, you know, or whatever, whatever it is. And then we should also train agents. We should be in the training thing, and we should be building that was another thing I found out from you. I'm going to give you one last big prop, because I don't think I would have started the power Summit. I mean, I guess I would have, because I had done all those seminars with Declan and Merlin, but I don't think I would have turned it into something without without you, without your tutelage and inspiration, because you told me to create the network.

When you create the network, you're connected to every single person in the industry, and you can become, I don't know if it was you who used the term. Someone said the Henry Kissinger. Of of you know, like he was an old he was our old Secretary of State. But one thing about Kissinger, Bill Casey, you know, he's the old head of the CIA. They were connected, right? They needed to pick up the phone and call the president of whatever us van. They had his number on speed dial, and if they needed a help from somebody, or they needed to know somebody, or they needed to connect somebody else, because people were always coming to us saying, Can you give me an intro to Corey, or can you give me an intro to Ken? I'm like, of course, I can do you know them. Of course I do is building that network. I think I rode that way for 20 years, man, 20 of my 30 years in this industry.

Ken McCarthy 1:38:57

Well, you're I always think of you as the most connected guy in our industry for much deserved reasons.

Jonathan Mizel 1:39:07

You know, I put myself out there. I just wasn't afraid because I was terrified of public speaking before I did the first public speaking job, and some guy at like a Brian Tracy seminar or a Tom Hopkins seminar, he said, kid, if you want to make money, you got to do shit that other people hate. And I'm like, like, what? He said, like, sell. I'm like, Oh, I'm not crazy about selling. He said, Oh, then be a public speaker. I'm like, a public speaker. He said, Yeah, people are more afraid of that than death. So if you can get up there and public speak, then you're met. You got it. You got it made. You can make more money doing that than anything else. And I'm like, shit, okay,

Ken McCarthy 1:39:51

I was, I was the same way when I was, you know, much younger. You know, in cartoons, you'd see the characters knees knocking together. Yeah, that I can tell you from experience, that is real. That's not a cartoon thing. My knees would knock together. I'd get cottonmouth, true cotton mouth. All the celebrating.

Jonathan Mizel 1:40:09

We would get terrified. And I always look at movie all that jazz before he went on. Roy Scheider would always look in the mirror. He'd pop a methamphetamine, he'd look in the mirror, he'd swing his whiskey, and he'd say, Showtime, folks.

Ken McCarthy 1:40:30

And so we don't, we don't necessarily recommend that,

Jonathan Mizel 1:40:35

no drugs, no alcohol. I don't do any

Ken McCarthy 1:40:38

of them either, by the way. So if you look, I mean, I don't,

Jonathan Mizel 1:40:41

I'm not opposed to it and but I don't. I've cut way back and all that stuff, but I don't do anything before any seminars. And so, you know, it's the same way find out what people hate to do and learn how to do it. But I still get terrified. And then this kid, the guy told me, said, oh, when you're or somebody told me, my coach, he said, when you're up there and you're terrified, and you stand up, and they hand you the mic. Find a friend. There's somebody in the front row who's very excited, and they're going to be like this. And so just start giving it to them.

They're the only person that you have to care about. And then another friend will show up, and then another one, and before you know it, you tell a joke, 2030 people laugh, right enough? So maybe it's a little awkward, but then the next joke you tell 50 people laugh, and so, you know, find that thing that that is your unfair advantage, and it's probably something to do with public speaking or selling or writing copy or something that other people don't like and aren't very good at and build your network. Because, I mean, there was a time when, when we were doing the.com stuff in, like, 2002 2003 I mean, that was, you know, that was really, for me, the time when I could call anybody, I could show up at

anybody's seminar. I could, you know, visit anybody. I could ask someone to do a mailing for me, and they would almost always do it. And it really was the network that I built from the seminars. And the first seminar I ever heard of was the one that you spoke at, right, with Rick. With Rick boys, right,

Ken McCarthy 1:42:41

right in Yeah, in 94 Yeah. And

Jonathan Mizel 1:42:44

that wasn't your seminar, or was it Yeah? Oh, was yours?

Ken McCarthy 1:42:48

Yeah, and, and, and I had learned, you know, I had already been in the seminar business previously. And interestingly enough, it was a real estate niche. And interestingly enough, it was one of those weird 80s, early 90s niches, selling, buying and brokering, seller, carry back notes, right? So I had already done, you know, 40, 5060, seminars, and promoted them too. So when the internet came along, I was just complete. I said, Well, we gotta do a seminar. We gotta, we gotta get everybody together and figure this

Jonathan Mizel 1:43:16

out. Yeah, though those people who show up at that first seminar, that's your first network.

Ken McCarthy 1:43:21

It's, well, look at this. The very first seminar we did. We had 12 people showed up. One of them was invited, Rick Boyce Bettina made sandwiches, and he was the guy that was the first person to sell banner ads in an industrial strength, quality way. You know who else?

Jonathan Mizel 1:43:39

Who are some of the people, because that was a pretty notable crowd you had. Well, I

Ken McCarthy 1:43:44

mean, the peak was having Mark Andreessen come he had, he had blown off Comdex talk about networking, right? He had blown off Comdex the week before because he was too busy, but he came to our seminar. Now, of course, I he won't even respond to email to me now, yeah, he's in another world. He's a billionaire. He's running 18,000 you know, multi billion dollar companies, yeah, but, but in those days, and it was all a matter of networking, you know, and and you'd be, you network by being helpful and by people. Hey, I know somebody that you might benefit from knowing, you know. And I think I know this is true about you, too. I wasn't calculating. I wasn't thinking, Oh, if my network is this size, I'm going to make more money. I was just like, mixing it up. I, you know, I was trying to figure it out.

Jonathan Mizel 1:44:33

I wanted different people. And when we, when we did, really curate our early seminars, and we had, you know, we wanted some new people, and we wanted some very experienced people, and we wanted some very successful people, and we wanted successful people who were not successful in the internet, you know. And because you wanted some investors, you wanted some and at a perfect

seminar like yours, this is. Seminar, or the last power summits. You know, you would be excited because you would see somebody we had, this guy, Ian de Garnet, and he was with the world of watches. Guy Bob, I can't remember his last name.

And they were buying domain names in like, 9899 because you could just now buy a domain name for 25 bucks. It was easy to buy. You know, they went from very hard to very easy and and so they were buying a bunch of domain names, and they couldn't come to the after party and that because they were stuck in their hotel room buying domain names. And they ended up forming some sort of partnership. And then I remember some other guys were working together, and Patrick, Patrick Kennedy, it wasn't Patrick Kennedy, it was, it was Patrick O'Leary. He ended up he was one who sold his company to match.com or matchmaker, or one of those. He was match.com.

Yeah, he ended up becoming like a little Junior VC to people at our seminar, because people were pitch ideas, and you'd be like, I can invest some money into that. And so, you know, I can invest 10 grand to see if it's going to work. And so, you know, just building a network, it wasn't a calculated thing. It was just something that we enjoyed doing. And then we were, you know, we were the hub of the network. So, you know, the bigger it got, the better for all of us, and it just helped us. Like I said, it carried me for 20 years in this industry, until a completely new bunch of people came in who didn't know about me or squeeze pages, or, you know, unlimited traffic, or any of that stuff,

Ken McCarthy 1:46:46

right, right? I mean, yeah, so many things like you mentioned domain names being hard to buy. I actually had a business buying domain names on behalf of other people. We bought domain names for boardroom.com and Sam ash music, because it was such a pain in the ass to buy them. So to

Jonathan Mizel 1:47:07

send three, let's explain to people you had to have three potential domain names in the order that you wanted them, and then you enclosed your 120

Ken McCarthy 1:47:19

Yeah, it was over 100 bucks for sure. \$120

Jonathan Mizel 1:47:23

it was, I think, a two year registration, yeah, or something like that. And, and my first domain name, actually, I got in 1994 so it was 30 years ago. Was cyber wave.com, I still own it. It's actually for sail right now. I almost was able to sell it to a crypto company last Oh, wow, crypto went out of business beforehand. I'm like, you know, if they'd only bought my domain, man, they'd probably still be in business that. But, you know, it was a pain in the ass, and so it really, it was a big game changer for what as soon as automation came in, really, it's probably something like the API is the thing that really changed everything, because it allowed websites to talk to one another, and the API is that, or the XML code, or whatever, These are the ways. Now there's way more complicated and secure processes, but this was the way that websites talk to each other. Was the way that your merchant account could be connected to your bank. It was the way that your opt in form could be connected to your hosting. And so, you know, whoever invented that, the unsung hero is they,

Ken McCarthy 1:48:43

I'm gonna look, I'm gonna look, you're right. There's all these little things like, who invented the mp three? You know,

Jonathan Mizel 1:48:49

I don't know, but I do know that Patrick Anderson was selling a lot of stuff. He was buying ads from mp three.com actually, someone said the most we were talking about spies and CIA and stuff, which I know is kind of your your domain, yeah. And I said, Who's the most powerful human in the world? He said, the guy that writes the firmware for the routers. And I'm like, Oh, I didn't ever think about that. He said he's the guy that controls who gets what data. And I'm like,

Ken McCarthy 1:49:28

on that note, Google on that note, because there's so much to talk about. But thank you so much for this time, and thank you for for being you, literally. I know that people say that I used to wonder what they meant when they said it. Now I know what they mean, what they mean. You inspired

Jonathan Mizel 1:49:46

me for or I guess we've been inspiring each other for a long time. And I don't, I don't think the internet would be where it is without you. And honestly, I. Amazing. We're both still alive, and we both live, I live in Hawaii, Ken lives in upstate New York, and when we come to upstate New York, we'll come by and see you.

Ken McCarthy 1:50:11

Please do it would be it would be grand. We'll give you a great tour. And my wife's nephew is a certified fly fishing guide, so he knows all the good places in the mountains. Wow, yeah, well, I

Jonathan Mizel 1:50:26

don't even I only go back to fly fish in Colorado, but, oh, okay, come out and, and we'll stay in Hudson or with our friends in red. Hook and and catch up with you, man. And thank you so much for reaching out. It's an honor to talk to you and an honor to be part of whatever you're doing. Man, I just it's fun to look back and and also to look forward, because really, the history is what drives the future exactly,

Ken McCarthy 1:50:56

and there's room for everybody who wants to apply themselves, no matter where you're coming from, how old you are, and that's the beautiful thing about our business. We have some giants, you know, that we didn't have in the you know, like Google and so on. But it's still a place where we, you know, the people can do interesting stuff, true.

Jonathan Mizel 1:51:16

Well, thank you, Ken, appreciate you.